

The Institutional Reform of Training Target about Mass Higher Education Aims at the Realization of Employment for Graduates

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Abstract: From the issue of the employment difficulty for undergraduates, this article analyzes the various misunderstanding about Mass Higher Education in china, and indicates that the reasons lie in dislocation development direction, obscured training target, the disjunction between the major-set and market demand, these factors need reform of the current Mass Higher Education system to aim at the obtainment of employment for graduates. The local colleges should especially focus on the occupational cultivation to enhance the rate of employment.

Keywords: difficult to be employed, mass higher education, elite higher education, educational goal -orientation.

INTRODUCTION

In recent years, the national ordinary universities and colleges face a kind of phenomenon: the graduates trained by many years have little opportunity to find their suitable jobs in human resources market inland. they all feel it difficult to find a job to fit them. Their satisfaction degree about occupation becomes lower and lower with year by year. of course, this topic about difficulty to be employed for graduates has existed for multifactor, different explanation with different view. These factors such as the limitation of boom of economy, the good reputation of school, the elasticity and extension of specialty, and the professional strength of graduates themselves, seem all reasonable explanation. but put these aside, as far as the cultivation target and the major -set up are concerned, anyone who is on the front line occupied in education and research in colleges and universities for long terms, experiences that the selected goal for major training plays a key role in regular higher education. the goal for major training usually breaks away from the reality, the colleges exaggerate the future prospect of major in time of admission phase, they boast that students by 4 years of major training will have a splendid future as if everyone graduated will become elite in society. but in fact, the graduates must confront the drastic competition to earn their position in order to survive. With the epoch of mass higher education coming, the majority of local colleges change nothing but the number of students and more high buildings emerging. they continue the previously elite model to organize the teaching and management, such as teaching material, teaching methods, and students' management and so on. they give students a high expectation which could not be realized in human resource market. Finally, graduates sigh with disappointed emotion that it's time to era of uselessness of study again after suffering many frustration and blow.

It is not true that study is useless, but the key to problem lies in what kind of books, what kind of college, what kind of major they are engaged in. these above factors become obvious distinction in employment for graduates, which are connected with the market demand. A general survey indicates that it is not difficult to find that some hot majors keep on booming by long time of endurance and tests, which indicates that the market selects staff with different demand, and colleges and universities must be reminded to adjust the majors and educational goal to meet the demand and change of market. they should investigate and survey the market, obtain information of market demand, establish majors which are demanded and college is capable to

supply, instead of no matter what kind of major the market demands, how many employee the market needs, whether or not students can obtain jobs. It is a pity that many college recruit students according to their current resource instead of the market demand, the enrollment guide highlight publicity with no promise, no restriction even if promise. "College must give a promise that not only reliable knowledge is produced but also socially needed knowledge is produced here."^[1] When promise is mentioned, I am reminded that colleges can or not sign a contract with enrolled students that they ensure them to obtain a suitable job when they graduate, and promise to be liable for breach of contract. This thought intends to restrict the choice of cultivation target and fulfill it.

What direction will the Mass Higher Education intend to go? This is a vital question. And the current model of Mass Higher Education should or not be adjusted? how to adjust them? What degree is the adjustment thinkable and receivable? these questions must be put the first position to resolve in case of wrong direction and invalidity.

1. The mass higher education means graduates are common people, but not merely means expansion of college enrollment.

Although in some sense, the understanding that popularized education is contrary to the elite education is widespread, but not completely means the contrary extreme of the elite, that is to say not bottom people and not quantity of people. According to general understanding, elite education is of course merely the "patent" of fewer people, but popular education is naturally the opportunity of majority people. The former when they graduate become elite just due to the scarcity, the latter when they graduates fall to be common because of the abundance. So the fact that graduates via mass higher education get common job sounds reasonable. But common people's job such as peasant, worker, cook, and servant etc. they all need some skill of training to be qualified, which can't be instructed in college and university. So here comes a contradiction. Since so is it, why do students spend time, vigor, resources to study the knowledge which are useless to their occupation? Now that common people usually do a job as an occupation to survive, thus it is logical to expand the vocational education and training, and it is also realistic to cultivate skilled personnel demanded in market. But the fact is that many colleges and local universities interpret Mass Higher Education as a quantity-increase of original education model, an expansion of school scale, i.e. continue to increase enrollment, and continue to duplicate new school. This model running a school is worth alarming for it will cause more social contradictions and more economic risks in future. Every year in some local universities, some students commit suicide to release their despair for unable to find suitable jobs. Therefore, the boundary norm of Mass Higher Education should be adjusted corresponding to the actual situation of China. on the basis of statistic datum published by Chinese education department in 2012, 14780256 senior high school students graduate in total, average college enrollment rate was 46.6 percent (75percent in a few region), the enrollment rate of higher education reaches to 30 percent^[2]. These indicate that Chinese higher education has crossed the line of threshold of 15percent (an indicator of entrance of mass higher education) and approached 50 percent (an indicator of popularization stage of Mass Higher Education). in consideration of the fact that the number of participants of college entrance examination declines yearly since 2008, the difficulty of employment increases year by year, and 18-22years old population decrease 40million by 2020^[3], a proposal is submitted that amendments of the borderline of Mass Higher Education decline to 10 percent, and popularization stage to 40 percent.

2. Mass Higher Education accelerating to advance contributes to the increase of difficulty of employment, unemployment rate of graduates maintain high.

In recent years, net news often discloses that in some city recruitment Ad of city management requires the candidate with a diploma of master degree, and so does in some college recruitment of security personnel. This phenomenon shows that society requires higher quality requirement to applicant on the one hand, on the other hand, Mass Higher Education has caused a situation that supply exceeds demand for undergraduates and postgraduates, and the employment pressure has spread from undergraduates to postgraduates, the resources of higher education is wasted much at present. If seen from the view of input-output ratio, this is a failure investment as an investor. If seen from the view of fundamental objective that popularization of higher education aims to serve the development of society and economy, this is not only a big waste of educational resources but also a failure result due to violation of the market law. In economic field, it is necessary to compress the scale of production or to readjust the product mix if product is unsalable or excess capacity exists, but in higher educational field, it is seldom to consider the similar things. It is irresponsible measure for education to shirk the graduates to become self-employed or to let them wait for second opportunity of employment. It can't be an excuse for domestic colleges that American Colleges

dilute the index of employment rate. Because not only the two country has little similar national situation, but also not all American colleges cultivate academic or research talents, they execute the educational classified cultivation to cater to every students' interest, desire, and potential. Europe and American all adopt dual track of model that Mass Higher Education is keeping pace with elite education, the higher educational resources are well allocated with few waste. This is enlightenment to Chinese Mass Higher Education.

3. Mass Higher Education should contain elite education, don't attend to one thing and lose another.

Does it mean that mass higher education is an abandon to elite education? Is mass higher education an opposite of elite education? Do all domestic colleges execute Mass Higher Education policy? Professor Zuyuan Mao of Higher Education Research Institute of USTB (University of Science and Technology Beijing) believes that Mass Higher Education should be separated into layers. The elite education situated "the pyramid top" should not be diluted, and the scale of enrollment should not be expanded. It is the prototype organization to cultivate all kinds of talents for all walks of life that should undertake the mission for Mass Higher Education. In America, prototype organization is two-year community college and junior college sharing 67 percent of all colleges. In China, prototype organization or something of the kind has not been established now. Generally, prototype organization mainly exhibit to be local university, advanced vocational school, junior college, private higher educational institution, adult college, etc. They are all responsible for cultivating applied talents and skilled talents for every field^[4]. Furthermore, Professor Mao indicates that "985""211"college still undertake the mission cultivating national elite team, they should not increase enrollments, elite education should be retained even if in the stage of Mass Higher Education period. Our country has just entered the middle period of industrialization; it is unrealistic for higher educational institutes to aim at the cultivation of academic talents and research talents. It should remain 15 percent or fewer ratios to accept elite education, the others should be applied and skilled talents^[5]. The thought of Professor Mao is realistic about situations. that is to say, under the environment of Mass Higher Education, elite education although remain on the front, but is difficult to be immunized and unaffected. Therefore, the information feedback from market is that whether the undergraduates or postgraduates decline in aspect of educational quality, they all dissatisfy the employer. The prototype organization such as local university, advanced vocational school, junior college as "protagonists" should give a big change in educational idea, training objective, cultivating mode, and training program, choice of textbook, teaching method, quality check, and occupational guidance after they understand the spirit of Mass Higher Education. The previous elite education adapts to prescriptive employment demand under the planned economic condition (although our country recovered the institution of college entrance examination in 1978, enrollment and employment still obeyed the arrangement of national planned policy before 1992, there was no need to consider the question of outlet and employment, however they were 100 percent employed in essence). But Mass Higher Education adapts to the personal independent choosing profession under the market economic condition, the circumstance of cultivation has changed a lot, but the same is that they all devote to serve the demand of development of national economy and scientific research. The difference is that the latter needs the checkout and adoption of market. Therefore, the prototype organization undertaking the mission of Mass Higher Education should selectively and objectively set up majors which are good for sale, cultivate talents market demand, i.e. cultivate the skilled and applied talents. However, the current state is that local colleges have dimmed their target and location; some aims to ascend to research university, some aims to keep up with famous university inland, there is no college to regard it as its development direction and pursued goal to cultivate all kinds of skilled and applied talents whom market demands. The specialties of engineering college are as like as two peas in apod, particular specialty is very few. Besides, most majors are derived from universities of "Pyramid Top" carrying on elite education as their mission, which have little connection with the market demand. The teaching model continues to use the previous without change. Not only individualized teaching but also applied ability training is ignored. Thus students coming from this kind of training are imperfect compared with those from top colleges, and are less prominent than those from advanced vocational schools. They have no unique feature or competitiveness. Moreover, the vital defect lies in that students are short of sufficient training of applied ability and practical ability. If elite education emphasizes on the ability training of scientific research and technical innovation, students' ability of theoretical attainment and innovation are more excellent than others, local colleges carrying on the mission of Mass Higher Education should effort to cultivate applied talents who apply theory to practice, should intensify the practical teaching and practical training in order to improve their technical ability. These educational ideas correspond to the reality that students have to obey the law of jungle. For as a labor supplier, graduate's few right of speech in a buyer's market depends on his hard power and hard skills.

But just this aspect of training often gets ignored. Graduates as common products made in the mold of elite education, their theoretical deepness is inadequate, and problem-solving ability of applying theory is not prominent. They can't be used not only in scientific research but also in production and operation directly. In enterprise, they show worse than those coming from technician training school, employers are naturally dissatisfied. According to the report of net news of Tencent co., the employment rate of secondary vocational schools has reached to 98 percent higher than 88 percent that of colleges and universities in Shanghai2012^{[6][7]}, 50 percent students of secondary vocational schools earn 3000 yuan a month, 80 percent students embark on what they major in school. A lot of employers regard them as important to own professional knowledge and skills, to be responsible for work, and to be initiative. However, recruitment cost and team collaboration are regarded as secondary cause^[7]. This example shows that employment opportunity is in favor of lower education background, the current Mass Higher Education has deviated its way with dislocation development.

4. Mass Higher Education is confronted with the loss of foundation of source of students which maintain the flourish of higher education.

In theory, Mass Higher Education is based on the situation that the demand of going to college exceeds the supply of enrolling new students of college, and students in normal condition can't get the chance of going to college, but Mass Higher Education give way to them to enlarge the enrollment in order to rebalance the contradiction between supply and demand. This equilibrium relies on the excessive demand of senior high school students keeping steady in number, but the fact is that the number of students taking part in college entrance examination keeps on declining in recent years, which causes the ratio of enrollment become higher and higher year by year, some advanced vocational school even choose nothing to recruit new students. According to the report of China education on line in 2013, the number of students entering college entrance examination has declined year by year since 2008, the number reduced immediately 740 thousand in 2010, 180 thousand year on year in 2012. The trend of decline changes nothing although the range slows down, details see figure1¹.

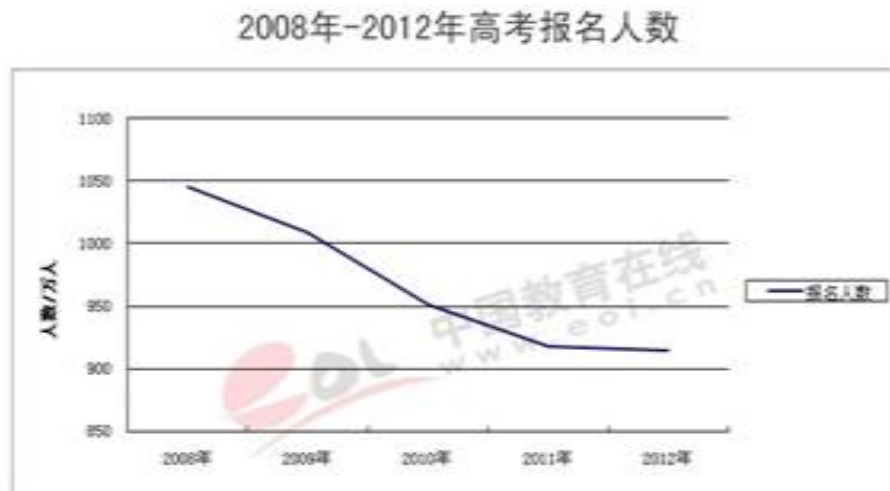


Figure 1

Except for Guangdong province, all parts of the country are immersed in the awkward situation that the enrollment plan can't be accomplished as expected for the decline of number of participants. For example, all colleges of Beijing programmed to recruit 80 thousand students in 2012, but in fact the number of participants for college entrance examination was just only 72 thousand, it was the first time for Beijing to appear that the number planned to recruit was more than that actually enrolled in college, this phenomenon that recruiting scheme often come to nothing because of the examinees' alteration of choice existed widely in other regions of China. The reason about difficulty of recruiting lies in decline of the number of middle school

¹ Figure1st, 2nd, 3th and data in paper are reprinted from the survey report on college enrollment by china education on line.

students, and the further reason lies in the absolute and continuous decline of school-aged population.

According to statistic, the number of primary and secondary school students in recent 13 years decreased 30 million, and in some year reduced 8 million, it is certain that the school-aged population tends to decline until 2020, Details see figure2.



Figure 2

Apart from the decline of school-aged population, the increasing outflow of extant students is another important reason for the decrease. Based on the data published by Chinese Education Department, the study abroad personnel of China reached to summit of 39.96 ten thousand in 2012, the growth rate of Chinese overseas students for America to finish their undergraduate education boom to 31 percent in the year of 2011-2012, and far more than that 6 percent of international students meanwhile. Furthermore, students tend to study abroad at their young age. Details see figure3.



Figure 3

With the persistent decrease of participants in college entrance examination, more and more colleges have to face the challenge of threat of existence. Under the surroundings of decrease of school-aged population and decline of students' resource, Mass Higher Education encounters not only the difficulty of enrollment, but also the difficulty of employment. Due to the reduction of demand for entrance and absorption, Mass Higher Education has lost the logic of expansion of college enrollment, and in some extent has been threatened the existence of theoretical root. Therefore, it must resort to adjustment and reformation to adapt to factual situations.

5. Reform the disadvantage of breaking away from employment market in Mass Higher Education, recover to educational essence, and change the training objective to aim at employment.

It is educational essence to cultivate talents, and higher education is to cultivate senior talents. The educationalist Fuming Jia in Taiwan indicates that education regards it as its essence to develop humanity, to train living ability^[8]. Educational activity should cultivate improving human nature and living ability in accordance to social demand. No matter what changed in planned economy or in market economy period, education activity always serves the demand of economy and society, this subject remain unchanged except for the objective and surroundings. This is the soul of educational development. Away from this center, educational activity would lose its audience, education would be self-cycling within its body. As far as social demand is concerned, it can be classified into two kinds: one is the demand of scientific and technical research; the other is the demand of applying scientific knowledge to serve development of society. These two kinds of demand require personnel quality, knowledge, and ability differently, so it is necessary to take classified cultivation of students. As the former, traditional elite education insists on the direction to cultivate the academic research talents; as the latter, Mass Higher Education should take it as its center to cultivate applied and skilled talents. Thus according to social demand, higher education should execute the policy of dual track to cultivate two different kinds of talents needed in society.

For Mass Higher Education, its educational idea, model, function, teaching mode, academic standard are more different than those of elite education, they should be adjusted to be distinguished from the previous. All sorts of adjustment must hold on a conception that what is benefit to students' employment, what must be adopted and insisted. There are two pieces of advice especially worthy being mentioned. One is that higher education should establish dually paralleled educational system--- occupational skill training and academic research training, i.e. Mass Higher Education and elite higher education, and found dynamic monitor of employment situation to exert warning function and indicator of specialty adjustment; the other is that all kinds of reformation must focus on students to improve their competition.

“In the coming society of knowledge, due to the restriction of economic surroundings based on knowledge, ‘curiosity with easy and comfort’ and ‘knowledge itself is objective’ will not be the legitimate base for existence, ‘applicability’ will be the theme of higher education”^[9]. “Whether the new vocational education in higher education course is emerging in west, or our applied talents, applied major, applied school and applied college and university expand fast, they all show that ‘application’ is becoming strong impetus of development for higher education in new period, applicability is becoming the new origin of acquiring legitimacy for modern higher education.”^[10] Therefore, they are necessary to reform the current higher education, to return to its original essence of education, to establish the dual track of cultivating mode, to improve its effectiveness and function.

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